Amendments to the Specification:

Please replace paragraph [0022] with the following amended paragraph:

A database 30 receives records created in accordance with the present invention including the identity of specific media 3, entities accountable for the media 3 at a particular processing stage and the identity of the processing stage. As further explained with respect to Figures 3a and 3b below, this information correlated with respect to the content of the particular media 3. The database 30 is accessed by middleware 32. For best reliability and security no other software directly accesses the database 30. However, system administration tools may need to access the database 30's "internal" accounts. A particularly suitable example of a database 30 is the Oracle 8i database. The middleware 32 may be interfaced to the outside world by an input/output unit 34 provided between the middleware 32 and a firewall 36. An alert/timer daemon 33 is coupled between the middleware 32 and the I/O 34. The alert/timer daemon 33 is used for triggering alarms and for e-mailing warnings and alerts. It is also programmed to detect, report, and in some instances correct data inconsistencies. The alert/timer daemon may also determine timing and trigger movement of records within the database 30 to an archives section included in the database 30. Further, the alert/timer daemon 33 is responsible for periodically synchronizing data from a database which may be included in the database 30 of identities of employees or other agents handling the media 3.

Please replace paragraph [0025] with the following amended paragraph:

A physical tracking station client 53 receives inputs from and supplies inputs to a physical tracking station client 55. The physical tracking station includes an ID scanner 57 and may further include an ID printer 59. Functioning of the ID scanner is further described with respect to Figure 2. The ID scanner 57 scans physical media 3 and also scans an identification 14 of a person or other agency moving the physical media 3 into or out of a particular station. A commonly used form of employee identification 14 is a badge having a number magnetically coded therein, in which case the identity scanner 58 will comprise a magnetic card reader. Other forms of identification include bar coded badges or badges including radio frequency identification (RFID) tags. A fingerprint or voice identification may also be used. The system designer may optimize cost constraints against desired levels of security.

Please replace paragraph [0031] with the following amended paragraph:

Examples of records produced are illustrated in Figure 3a and Figure 3b and are respectively a media contents table and a physical movement table. As further described below with respect to Figures 6 and 7, when AV content is recorded onto media 3 whether by individual recording or by duplication, content is uniquely marked with a tracking number burned into the recording medium 5 using a character generator (Figures 5 and 6). At least one particular identifier is embedded in the recording medium 5. Additionally, the indicia 21 on the media 3 identifies the particular physical media 3 in which the particular content is embodied. Figures 3a and 3b are illustrative of the software capturing output video scanners in that they illustrate the record provided to the database 30. For example, in Figure 3a, a media contents table may in the

first column comprise identification data embodied in the indicia 21 of Figure 1. A second column comprises identity of AV content in the recording medium 5. A third column is a title associated with the contents identification, while a fourth column identifies what the media comprises. For example, the media 3 could be a demo reel for a work print or a collection of clips. The identification in the fourth column not only differentiates one type of content from another, it can also indicate the current state of content. For example, a work print may be edited to become a final print. A final print may be erased to become a blank tape. Update information may be provided to the physical tracking station client or from recording or duplication stations 75 or 85 or by other means.